

**For Immediate Release**

## UFI selects Seoul as venue for 2007 Open Seminar in Asia

*July 3, 2006 – Paris/Seoul:* UFI, the global association of the exhibition industry, has today announced that Seoul will be the venue for its 2007 Open Seminar in Asia. The event will be hosted by the national trade promotion organisation, KOTRA and the Association of Korean Exhibition Industries (AKEI). Both organisations are UFI members.

The Seoul event follows the inaugural Open Seminar in Asia successfully staged this year in Hong Kong in February. It is scheduled for 8 – 9 March 2007 at the Lotte Hotel in Seoul.

Speaking at the signing of the hosting contract with KOTRA and AKEI, UFI's President Tom Beyer said, "we are delighted to continue the Open Seminar series in the exciting city of Seoul, Korea. We are confident that, working with our hosts there, we will be able to build on the great success we enjoyed with our first seminar in Hong Kong when we attracted 200 participants from 22 countries and regions, including 10 from outside Asia. Korea is now one of the top three countries in Asia in terms of membership. We are very happy that the exhibition industry there has chosen to support our Association so strongly".

The contract was signed in Helsinki during the staging of UFI's Summer Seminar, hosted by the Helsinki Fair Centre, which attracted over 225 attendees from around the world.

Mr. Jong-Woon Han, Director General of KOTRA's Exhibitions Division commented "we were all very impressed with UFI's first Open Seminar in Asia this year in Hong Kong and are delighted to be hosting the second event. We plan to work closely with UFI to ensure that the event is great success. We look forward to welcoming UFI members and non-members from around Asia and the rest of the world to Seoul next March. The Korean government and private sector will both strongly support this event".

UFI's offices in Asia and Paris will now be working to develop the topics and speaking team for the Seoul Seminar and these will be announced later in the year. These will be posted during the coming months on UFI's website, [www.ufi.org](http://www.ufi.org).

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For more information on the 2007 UFI Open Seminar Asia, please contact UFI in Asia at:

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Photo Caption: Mr. Jong-Woon Han, Director General of KOTRA's Exhibitions Division (left), and Mr. Tom Beyer, UFI President (right), at the signing of the hosting contract with KOTRA and AKEI for the UFI 2007 Open Seminar in Asia to be held in Seoul, Korea on 8-9 March 2007.

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*About UFI: UFI, the Global Association of the Exhibition Industry, serves the trade fair and exhibition industry worldwide. Via its 313 member organisations, including the world's leading show organisers and fairground managers, industry partners and 39 professional associations, UFI is present in 74 countries on 5 continents. UFI members are responsible for the operation of over 4,500 exhibitions and the management of the world's leading exhibition centres.*

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